

RICH COUNTY TOURISM PROFILE

County Indicator	2005	2006	2007	% Change 2006-2007	State Ranking
DEMOGRAPHIC					
Population	2,062	2,121	2,162	1.9%	27
Total Non-Ag Employment	652	719	744	3.5%	27
Non-Ag Avg Monthly Wage	\$1,588	\$1,719	\$1,946	13.2%	27
Per Capita Income	\$27,353	\$28,281	\$27,058	-4.3%	11
Unemployment Rate**	3.0%	2.3%	2.2%	-4.3%	16
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$5.4	\$5.2	\$5.1	-1.9%	27
Travel & Tourism Related Employment	125	127	129	1.6%	28
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$124.8	\$148.3	\$59.0	-60.2%	28
Transient Room Tax	\$80.1	\$50.0	\$112.1	124.2%	22
Restaurant Tax	\$0.00*	\$29.4	\$31.4	6.8%	24
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$21.5	\$24.3	\$27.4	12.8%	27
REGIONAL VISITATION COUNTS					
SR-89 UT/ID Traffic Count	748,250	618,675	1,129,675	82.6%	
Bear Lake	105,849	232,825	225,985	-2.9%	

* In 2005 Rich County had to return restaurant tax revenue due to monies incorrectly received from other counties in previous years
r = revised

* Several Counties have identical Unemployment Rates

Land Ownership - 2007		No. of Acres	% Total
Total Acres in County		658,052	100.0%
Federal Government		221,747	33.7%
BLM		171,587	26.1%
US Forest Service		50,160	7.6%
National Park Service		--	--
National Wildlife Service		--	--
Other •		--	--
State Government		50,964	7.7%
Utah State Parks & Recreation		706	0.1%
Utah State Wildlife Reserves		2,437	0.4%
State Trust Lands		47,821	7.3%
Other ••		--	--
American Indian		--	--
Private*		386,808	58.8%

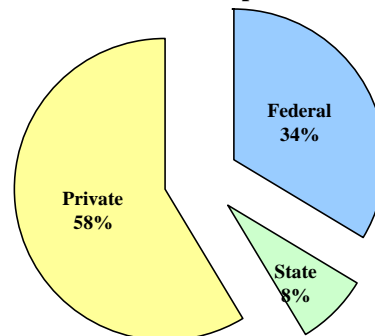
• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land

* *Several Counties have identical Unemployment Rates

Land Ownership - 2007



Rich County Tourism Profile

